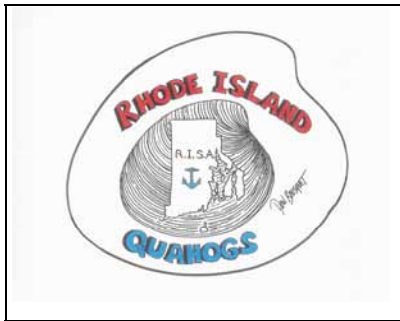


To: Kenneth Ayars, Chief, RIDEM Division of Agriculture
From: Gerard Bertrand, RI Rural Development Council
Re: Newsletter article for RIDEM

New Brand Logo for RI Shellfishermen's Association

A grant award from USDA Rural Development to the RI Shellfishermen's Association will move local shellfish commodity to a new logo-branded premium product under the label of *Rhode Island Quahogs*. Local cartoonist Don Bousquet was contracted to work with the group to design this new logo. Michael McGiveney, President of the RI Shellfishermen's Association was the first to identify Don Bousquet as the ideal artist for the logo. "Don Bousquet has been doing caricatures of our local quahoggers for many years- what better person could we have to represent our new logo. He is an ambassador for RI and Quahogs!" Steering committee team members of David Esau, Steve DePetrillo, and Mike McGiveney from RI Shellfishermen's Association worked with RI Rural Development Council to obtain initial grant funding for the logo and, will continue working together to complete the logo bag production.



The Governor will officially unveil the new logo as part of the activities for *Rhode Island Ag Day at the State House* event scheduled for May 17th, 2006. The premium hard-shelled clams (quahogs) will be marketed in a purple-color mesh bag emblazoned with the new logo though select local RI wholesale markets. The brand-named product will be sold throughout the Northeast.

Funds for the initial printing and first-time bag purchases are being provided though grants from the RI DEM Division of Agriculture and the Rhode Island Foundation. The RI Shellfishermen's Association matched these grant funds for this startup. The RI Rural Development Council provided grant writing and administrative activities for this initiative.